



March 21, 2014

To: Executive Board

Subject: **Contract Award - Cellular Based GPS Service**

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### **Recommendation**

Authorize the Executive Director to negotiate final terms and conditions and enter into a Contract in the amount of one hundred eighty four thousand, eight hundred twenty four dollars (\$184,824.00) with Zonar Systems to provide cellular based GPS service for two years on Foothill Transit's bus fleet.

### **Analysis**

Foothill Transit currently uses the SMART*Bus* system's radio-based GPS system to provide bus location to dispatchers, customer service representatives, and customers via Foothill Transit's NexTrip passenger information system currently in beta testing. While the radio based GPS system is able to provide vehicle location, in some areas particularly downtown Los Angeles, bus location reported by the SMART*Bus* system is often inaccurate due to the loss of signal and signal reflection caused by the many high-rise buildings.

The NexTrip system provides customers with predictions as to when the next bus will arrive at the desired stop. Since the NexTrip system uses data from the SMART*Bus* System, some of the predictions are inaccurate, especially in the downtown Los Angeles area. In order to improve bus arrival prediction for customers and improve vehicle tracking by contractor dispatchers and the customer service representatives, use of cellular based GPS service provided by Zonar Systems is recommended.

Zonar Systems already has components installed in all Foothill Transit buses. The Zonar System is currently used as part of each coach operator's visual inspection of the bus before starting revenue service. Zonar Systems has a built-in cellular based GPS capability but the location feature and service was not purchased by Foothill Transit. Since all the buses already have the Zonar System, the recommendation is that a sole-source procurement be initiated since there would be a substantial duplication cost that could not be recovered if Foothill Transit were to undertake a full competitive procurement for a cellular-based GPS service.

The activation of Zonar's cellular based GPS service will supply additional tools to the agency's dispatchers, quality assurance staff, and customer service representatives to better track the buses and provide improved customer service. The activation of the cellular GPS system will also help customers get more accurate data via NexTrip's bus arrival predications.



**Budget Impact**

The total cost for two years of Zonar's Cellular based GPS service is one hundred eighty four thousand, eight hundred twenty four dollars (\$184,824.00). Funding is available in the approved Fiscal Year 2014 Business Plan and Budget for this service.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joseph Raquel".

Joseph Raquel  
Planning Director

A handwritten signature in blue ink, appearing to read "Doran L. Barnes".

Doran L. Barnes  
Executive Director